

## General Intro: (NEW)

### Tunisia

A singular geography

Sketched as if to give life

Carrying in its belly the child

Ready to defend its name

To preserve its land as best as it can

So that its green gardens bloom

Country whose only wealth

The love and the will of its youth

In Tunisia I lived.

In Tunisia I Loved.

In Tunisia I did.

In Tunisia I took ACTION.

I am X, I am Y, I am Z, I am Z'.

And we are Enactus ISI. ("Enactus ISI t9oulouha maa baadhkom)

Each plot of Tunisia's fertile soil keeps the imprint of successive civilizations.

However, these resources are not only abandoned but also not well exploited.

## Seeing opportunity:

Prices here are rising up, and so is the pain. Another day, another price record; meat, chicken, eggs, milk. You may not be aware, but the war has already begun. In less than one year, the prices of milk as well as eggs have increased by 8%.

And in less than one month, the price of the meat has increased by 20% ! WHAT IS GOING ON HERE? The situation is getting worse day after day and yet, nobody moves a finger. (Everybody complains, nobody acts.)

Let me remind you ladies and gentlemen that every action has a reaction.

It all started out years ago when the costs of the Tunisian farmer began to increase little by little. Until they became on the verge of bankruptcy. Do you know how hard it is to be a farmer today ?

Not only hard, it's almost fruitless ! Farmers struggle every single year to get the best out of the animals they care for.

Knowing that good nutrition brings best results, they seem demanding when choosing the best concentrated feed for their animals.

The concentrated feed available on the market contains imported raw materials like corn and soya. The importation of these ingredients is very costly. In fact, their prices increased by 60% compared to last year's prices, side to side with their shortage. An increase of about 300 dinars per ton of concentrated animal feed was recently approved in order to cover the cost. And what made things even worse ,the higher the prices of concentrated feed, the good quality is not guaranteed.

The situation is more difficult than you can imagine, yet with our resilience, we ENACTUS ISI took up the challenge of helping our farmers by launching our project EPACT.

An Enterprise assuring the production of a Tunisian concentrated feed, with our beneficiary Siwar ben kraiem, Born in Zaghuan where she learned the importance of agriculture as well as its values, inspiring her to become an entrepreneur in this field.

EPACT consists in a production line that seeks to end the suffering of our farmers, With various invented formulas of concentrated feed, We are selling a 35% cheaper than the concurrence since, our product is made with 100% local raw materials such as Beans, barley, and wheat bran, in addition to using recycled green waste like the leftovers of agri-food industries, resulting in a longer consumption of meat and higher quality of milk.

In the same way, we'll be decreasing all odds of farmers bankrupting, as well as reducing the prices of animal products on the ordinary consumer.

And most importantly, the raw materials used in our product are widely available in Tunisia. For this we have developed new formulas for each season, depending on the components' availability, to ensure farmer's sufficiency, throughout the year.

And as each great trip begins with a small footprint, we started with the farmers of Zaghouan, our beneficiary's hometown, by launching our first production unit there since we have about 4100 farmers in the area, making it a large market.

Temoignage SIWAR : kifh bdet lprojet / les formules / kifh bdina  
maabaedhna utm innov / w enactus isi maa siwar

As a ready-to-launch rocket, we were thrilled to start taking action and that is when the countdown started, so fasten your seatbelts ladies and gentlemen you are about to go on a ride to "EPACT'S PLANET" where every farmer is satisfied.

As a first step we needed to make a prototype to ensure the consistency of our project, that is when our collaboration with the INRAT came to be in September 2021, and our spark started to shine bright.

Multiple laboratory tests were conducted to assure the good quality of meat and milk, not surprisingly we realized that the meat's conservation period has increased by 21 days.

We then followed up with a visit to Zaghouan where we gave two farmers a product sample and after 2 weeks of trying it on their animals, we received positive feedback from them with a promise to buy our concentrated feed.

Now comes the challenge of preparing the business plan for our project, for this our beneficiary enrolled in a program of training sessions organized by the Tunisian employment office.

Let us take you back to February 2021, to one of our biggest milestones, the participation in the UTM-innov competition, where we competed against 74 projects during 7 months.

We are extremely proud to announce that we won first place with a prize of 15 thousand dinars.

We have also participated in the Yabda competition organized by Erasmus+ for the best entrepreneurial project. And we obtained first place in Tunisia and won 2nd place in the international .

Ladies and gentlemen, we didn't stop there, we got 2nd place in the Enactus Worldwide competition with FAO, for early-stage projects and won 900 dollars.

We invested the money we won from the competitions, in buying most of the machines needed in the production. Yet, the process couldn't be done without buying the last machine that costs about 27 thousands dinars. We Enactus ISI team, took care of this problem by subcontracting with Mr Maemoun who has a production unit in Zaghouan where we launched our project.

Because we do believe that every successful business has always more room to grow, we started looking for problems that our farmers encounter in this journey. We found out that transporting the concentrated feed was one of their biggest problems, since it costs too much.

For this, by collaborating with Codex JE that develops IT solutions, we succeeded to launch the first e-commerce website of concentrated animal feed. This website offers the farmers a great alternative ;

delivering the concentrated animal feed all over Tunisia. It also provides our farmers with expertise on how to improve the productivity of their animals.

Since we, Enactus ISI, care about our mother nature, using plastic in our product's packaging is a big NO.

So, we're using a 100% eco-friendly packages made from polypropylene.

We Enactus ISI worked hard believing that this project will leave Tunisia and its citizens in a better situation. And the results were outstanding.

Through our project

- We're reducing the cost of the concentrated feed on the farmers by 35%, and so reducing the costs of the meat and milk on the ordinary consumer, thus achieving the sdgs nb 1 and 2
- We have ensured a total revenue of 5.720 dinars by selling 6 Tons of our product, and so achieving the sdg nb 8
- We are improving the animal's health as well as the quality of meat and milk by eliminating the use of soy and corn in our formulas, therefore achieving the sdgs nb 3 and 15
- We are assuring the availability of our product in the market all year long thanks to the diversity of our innovative formulas as a consequence achieving the sdgs nb 9 and 12

### Perspectives:

We Enactus ISI team won't stop here, we are working on getting the startup label for our project.

We are also raising funds to launch our own production unit in Zaghouan by August 2022.

We aim to generate a total net income of TND 69,655.0 by producing and selling 2 tons of concentrated feed per day.

As soon as we succeed in guaranteeing the self-sufficiency of zaghouan, we're planning to launch another production unit in a

different region. and step by step we want to duplicate this project all over Tunisia.

## General Conclusion:

This year we Enactus ISI, made a vision come true.

We invested in what has always been a winning bet, our country's resources using all of our efforts to turn raw into gold.

Armed by entrepreneurial leadership, guided by the love of the land. We honor what our greatest treasure Tunisia has to offer.

Local. Natural. Sustainable: That's what EPACT achieves.

We have wandered 15 thousand km, showing that no place is far enough to break our devotion.

We have achieved 9 global goals Impacting the lives of 4 families.

We have dedicated over 21 thousand hours of work, united as 70 volunteers, giving people of this country a chance to succeed..

Devoted to Tunisia, Driven by purpose, **We are ENACTUS ISI !**